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For Immediate Release

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Michigan's Asian Pacific American Affairs Commission Calls Hoekstra Advertisement "Most Insensitive"

Over the weekend, a number of Michigan media markets aired an advertisement endorsed by Peter Hoekstra, a candidate for the US Senate. His "Debbie-spend-it-now" campaign ad, featuring a young woman speaking broken English, has now been called by his campaign, "satirical". Regardless of the intent, the advertisement uses stereotypical imagery, music and speech.

H. Sook Wilkinson, PhD, Chair of the Commission stated, "We reject such depictions of Asian Americans in the media. Unfortunately, this clichéd commercial has now gone international via the Internet.

It is our sincere hope that by viewing Mr. Hoekstra's campaign appeal, families, business owners and students will not be dissuaded from visiting Michigan for school, employment and leisure purposes. Further, this advertisement is counterproductive to the state's efforts to make immigrants from all parts of the world feel welcome. As the United States continues to strive for inclusion of all people, the stereotypes included in this advertisement are most insensitive. For that reason, we call upon Mr. Hoekstra to stop airing this advertisement."

Joining the Asian Pacific American Affairs Commission are the Asian Pacific American Chamber of Commerce, APIAVote – Michigan and the Council of Asian Pacific Americans.

For more information on the Asian Pacific American Affairs Commission, please visit www.michigan.gov/mapaac.

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